

GB Marketing Enterprise Reviews 5 Factors to Evaluate Before Thinking About Expansion

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Following [GB Marketing Enterprise's](#) recent announcement about expanding into the Bristol market, the [direct sales and marketing](#) firm reviews the five key areas all businesses must consider before committing to further expansion and growth.

For business owners and entrepreneurs, business growth is definitely a good thing. Business growth and expansion can be exciting and it's a measure of validation for ideas and the hard work that is put in. The larger businesses grow, then the better it is for society and national economies. The issues arise when growth gets in the way of running the business correctly. It's hard to run any type of company, but there are specific challenges that are especially hard about running a fast-growing company, and if the owner is not careful, these challenges can turn into hazards.

About GB Marketing Enterprise: <http://www.gbmarketingenterprise.com/about-us/>

GB Marketing Enterprise are an outsourced sales and event marketing firm. They concentrate their campaigns in areas of direct, face to face marketing with a focus on events and promotions. The firm bring a deep and functional expertise and help clients with their most complex strategic challenges, building tailored solutions to help them achieve sustained growth. GB Marketing Enterprise help clients choose where to focus their marketing and sales campaigns in order to get the most effective boost to their brand. They provide measurable, guaranteed and positive return for the investment made, which is tied together with encouraging positive and wide spread brand awareness.

GB Marketing Enterprise have successfully grown their business and extended their market reach across Wales. The firm recently reviewed in article online ([What to know before you grow](#), 15th October 2015) and list the 5 key areas that businesses need to consider before they chose the option of business expansion.

1. **Competition** - competitive research and analysis will help a company better understand the landscape and tailor the business strategy for success.
2. **Saturation** - entering a relatively unsaturated market will be much easier when wanting to control the market share
3. **Barriers to entry** - knowing what it will take to break into the market and succeed is key
4. **Potential for growth/opportunity** - once the work has been done to launch, will the reward be worth it?
5. **Added value** - it's important to know if there is any value for current customers from the expansion

GB Marketing Enterprise are currently talking about further growth, following the firm exceeding expectations for this quarter.

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